

Case Study



Now it all adds up for Gancia

How do you pair the perfect wine with the right
campaign and deal management for distributors?



Highlights



30-40% reduction in time spent managing promotions and commercial conditions



70% reduction in administrative errors and accounting adjustments



Achieved **<5% differential** between forecast and actual promotion budget utilization



“At Gancia, our goal is to build a comprehensive portfolio of sparkling wines, vodka, and specialties (including vermouth, aperitifs, and gin) that enable us to achieve sustainable, value-driven growth year after year. We don’t have time to manually manage our incentive programs. With SAP margin optimization solutions by Vistex, it is all handled automatically – and the data is right every time. That’s good for us and for our customers.”

Rocco Mucci

Customer Service Manager, Gancia & C. SpA

Vistex

Now it all
adds up

Overview

Gancia faced complex commercial dynamics in both modern trade and HoReCa (hotel, restaurant and catering) distribution channels, further challenged by a manual deal management process contributing to errors resulting in overpayments. Contracts and promotions arrangements were difficult to manage, with new conditions and mechanisms continuously added. Lack of pricing control at the order level, the persistent need to recalculate accruals, and frequent errors created by the existing system's limitations were significant business challenges.

Company leaders sought out a native solution to work with its SAP ERP, to manage promotional conditions as well as monitor the profitability and margins of customer- and product-specific initiatives.



Solution

To increase compliance and enable profit analyzation, the company needed a purpose-built solution for creating, managing, and tracking campaigns for customers and partners.

Seeking enterprise software to centralize, monitor, and automate the management of economic and promotional conditions, Gancia wanted to gain visibility and control over real margins. Moving from a fragmented and manual approach to a unified system, their goal was to support data-driven decision-making.

Vistex stood out as a software company that offers enterprise software to unify the

management of all types of commercial agreements including rebates, incentives, discounts and promotions. SAP margin optimization solutions by Vistex comprises of a number of embedded modules that Gancia determined would meet their business needs. In addition, the company recognized that Vistex offered flexibility in configuration, as well as the ability to adapt to both the complexity of the spirits industry and the legacy processes Gancia had accumulated over its 175 plus years-history.



Results

Since deploying SAP margin optimization solutions by Vistex, the benefits to Gancia include:

- 80% reduction in campaign revenue loss caused by manual processes and errors by automating the management of distributor bonuses and promotions.
- 20% savings on IT costs by implementing a solution embedded in SAP, helping avoid the creation and maintenance of custom programs.

Additionally, the increased transparency and insights into accurate data contributed to greater cross-functional alignment between Sales, Finance, and Trade Marketing. Automated calculations and approval flows improved customer relationships, thanks to more accurate and timely resolution of incentive programs.



Headquarters: Canelli, Piedmont, Italy

Industry: Consumer Products

Products: Sparkling wines, vermouths and specialties

Revenue: €40 Million

Employees: 82

Solutions implemented:

SAP margin optimization solutions by Vistex

– SAP Incentive Administration by Vistex

– SAP Data Maintenance by Vistex, pricing option

Let's Connect

About Gancia

Gancia & C. SpA is a renowned Italian producer of sparkling wines and premium spirits, with a heritage deeply rooted in the traditions of Piedmont. The company offers a comprehensive portfolio that includes sparkling wines, vodka, vermouth, aperitifs, and gin, supporting its strategy of sustainable, value-driven growth. By remaining true to its origins while continuously evolving to meet consumer preferences, Gancia has earned the appreciation of discerning palates around the world. Its commitment to quality, authenticity, and innovation has established Gancia as a respected name in the global wine and spirits industry.